

wise beyond our years

Fall 2010

Dr. Oz Promotes the National Breast and Cervical Cancer Early Detection Program



On an October episode of The Dr. Oz Show, the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) was recognized in Dr. Oz's insider guide to getting the best care at the lowest cost. As a result of this brief air time, our state office has received many phone calls inquiring about the breast and cervical cancer screening services available through NC BCCCP.

To read more about Dr. Oz's Insider Guide: Cost-Saving Secrets from Doctors' Offices, [click here](#). ☺

Future WISEWOMAN Rate Increase

As a result of an increase in the federal funding for the NC WISEWOMAN Project, we have decided to increase the capitated rate from \$205 to \$235 per woman. Providers will receive this rate increase as a lump sum (equal to your screening target x \$30). A memo with additional info will be forthcoming once the increased funding is fully in place. ☺



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Congratulations to Linda Rascoe!

Linda Rascoe, director of the NC DPH Cancer Prevention and Control Branch, has recently been elected as the chair-elect for the National Breast and Cervical Cancer Early Detection Program (NBCCEDP). In this role,

Linda will serve on the Executive Committee and as a liaison with the CDC and National Association of Chronic Disease Directors. As the chair-elect, she will work closely with the current chairperson on all aspects

of the program, advocacy and national partnerships. Her term as national chairperson of NBCCEDP will begin at the next annual meeting in fall 2011. ♪

PROGRAM UPDATES

Finance

One Month Allocation

Due to the discrepancy between the state fiscal year (June – May) and federal fiscal year (July – June), your funding is split each year between an 11 month and a one month allocation. Your 11 month allocation is available for services rendered from July – May and your one month allocation is available for services rendered in June.

It is important to note that your one month allocation is only available during the month of July. It is imperative that you request reimbursement for services rendered in June by the 10th of July if you are a contractor and by the monthly deadline given for submission of financial reports if you are a Local Health Department. If these funds are not drawn down in the month of July, these funds will not be available in future months.

Last fiscal year, many providers left money on the table and we would like to make sure everyone is informed so we can prevent the same thing from happening this fiscal year.

If you have any questions about this system, please contact your nurse consultant or Joseph Scott at **919-707-5326**. ♪

Finance

Draw Down Funds Each Month

In this current financial climate, our state funding remains uncertain. As such, it is imperative that you continue to draw down funds by the 10th of each month if you are a contractor; and by the monthly deadline given for submission of financial reports if you are a Local Health Department. By following these guidelines, it ensures your allocation of funds is being expended on a monthly basis; thus minimizing the loss of funds if state funds are cut. ♪

The BCCCP/WW Program Operates Under a Capitated System

As always, we want to remind each provider that we pay for screenings based on a capitated rate. This means contractors should request reimbursement and Local Health Departments should draw down money in the Web-Identity Role Management System (WIRM) for services rendered based on the number of women you screen. This figure should be equal to the number of women screened multiplied by the reimbursement rate (i.e. 10 women screened x \$235 = \$2350). This will help ensure that you receive your entire funding allocation once your screening goal has been met. ♪

Health Education

Just a Click Away: A New Leaf... Health Assessments

The BCCCP/WISEWOMAN website now includes web-based *A New Leaf*...health assessments. Now you can print individual assessments as needed and direct patients to the website to complete additional assessments online. Web-based assessments allow patients to monitor their health behaviors in between clinic visits, as well as review tip sheets to help them achieve their health behavior goals.



In addition, we have recently added a link to the Center of Excellence *A New Leaf*... resources. Now you can download and print individual sections from *A New Leaf*...rather than paging through the entire document.

Start using these web-based tools today at:
www.bcccp.ncdhhs.gov/ProviderResources.htm. ♪

Health Education

Successful Patient Conferences in Wayne and Guilford County

During the month of November, both Wayne and Guilford counties hosted a “The Heart of a WISEWOMAN” conference. The conferences gave patients and other interested women in the community the opportunity to learn about the importance of heart health, healthy eating, exercise, and proper goal setting. Each conference was a full day of exhibitors, education, movement, and fun. Participants were able to interact with each speaker and get all their health questions answered. Exhibitors provided a wealth of information about heart



Women attending The Heart of a WISEWOMAN Conference in Goldsboro participate in simple chair exercises led by Lori DuBose from the Goldsboro Family YMCA.

disease, stroke awareness, smoking cessation, and other resources available at the health departments and throughout the community. We look forward to holding future “The Heart of a WISEWOMAN” Conferences in a county near you. Please contact, WISEWOMAN Interventionist, Jessica Pyjas, at **919-707-5334** if you’d like to have a patient conference in your county.



** Conferences require a minimum registration of 20 women.*




Meeting and Exceeding Goals: Local WISEWOMAN



Ambassadors Continue to Spread the Word to Fight Heart Disease and Strokes

Information from the American Heart Association (AHA) ambassador trainings held in February and March 2010 has reached many of WISEWOMAN patients throughout our state. Since the trainings, nearly 200 patients have received information on heart disease and stroke prevention, including understanding and recognizing the signs and symptoms of stroke. Thank you to the dedicated local

ambassadors who continue to share AHA resources with their patients. Special congratulations to the providers from Person, Swain, and Watauga County, who have already reached or exceeded their AHA pledge goal. Keep up the great work! For more information about this initiative, please contact the WISEWOMAN Interventionist, Jessica Pyjas, at **919-707-5334**. 

Mark Your Calendars

National Health Observances



January 1-31

Cervical Cancer Awareness Month



February 1-21

American Heart Month

February 4

National Wear Red Day

January is Cervical Cancer Awareness Month

Throughout the month of January, you may wish to highlight issues related to cervical cancer, HPV disease and the importance of early detection. Some of the issues you may wish to highlight are personal stories of women and family members/caregivers battling issues related to their persistent HPV/precancer and/or cervical cancer. You may also want to increase awareness about recent advances and research in the prevention, detection and treatment of cervical cancer or HPV. January offers time to highlight the success of your local/regional early detection cervical cancer screening and treatment programs and human-interest stories on the importance of early detection, education and the emotional issues related to battling cervical cancer and HPV.

The National Cervical Cancer Coalition has resources and materials to help you provide education and advocate for increased knowledge of cervical cancer and HPV disease. For more information or to access these resources to promote Cervical Health Awareness Month in your community, visit their website at www.nccc-online.org/awareness.html. ☞

January 2011: Quarterly Trainings

The third round of FY10-11 BCCCP and WISEWOMAN provider trainings will be held throughout the month of January. Be sure to save the date for the training nearest to you and get the latest program updates for the New Year.

January 4 & 5

Buncombe County

January 6 & 7

Guilford County

January 18 & 19

Pitt County

January 20 & 21

Sampson County

** Registration details will be forthcoming. ☞*

A Word from Our Partners

Do You Have A Minute?

A new tobacco cessation campaign asks nurses to take a minute to save a life by asking patients to quit smoking.

For more information, visit <http://minutetoask.com>. ↗

Taking a “Minute to Ask” can make the difference to your patients. Studies show that brief counseling when delivered by a trained health care provider can double, or even triple, quit rates. MinutetoAsk.com provides:



- Resources for screening and brief interventions for tobacco users.
- Conversation starters, fact sheets and information about QuitlineNC (one-on-one counseling support for smokers).
- Tips to help recognize danger signs related to tobacco use.
- Suggestions on how to integrate tobacco treatment strategies in your practice.
- Information about how tobacco is used by different cultures and segments of the population.

Visit MinutetoAsk.com to see how it can help you to better serve your patients who use tobacco products.

**QuitlineNC 1-800-QUIT-NOW
(1-800-784-8669)**

Project ASSIST Asheville Wins 2nd Place in National Video Competition



Project ASSIST Tobacco Prevention Coalition, located in Asheville, North Carolina, produced a winning video to motivate women to quit smoking and direct them to a website that gives free resources to help quit. The video, "Because!", won 2nd place out of more than 14,000 votes that were cast in a national contest sponsored by the National Cancer Institute.

In celebration of the one-year anniversary of the Smokefree Women website, the contest prompted women to create a video telling what motivates them to stay smoke free and what it means to be a smoke free woman. Videos were judged on the criteria of audiovisuals, creativity, originality, message content, and relation to the theme.

In Asheville, Project ASSIST coalition members, women in the community, and high school youth advocates were brought together to create the video. "Our primary audiences were young women, but also women of varying races and ethnicities who have few resources to help them quit smoking," said Karen Caldwell, Coalition Coordinator. "We hope to encourage many women with our message."

The winning video (Because!) can be viewed at: **www.women.smokefree.gov/videocontest_results.aspx**
☞

Contact Hour Opportunities

Wake AHEC Webinar Series

Wake AHEC in collaboration with the NC AHEC Public Health Directors is hosting three webinars for all healthcare professionals and health educators who work with patients to prevent and treat obesity, diabetes

or hypertension. Wake AHEC will offer .2 CEU (1.5 contact hours) for completion of each webinar. Registration is \$25 per webinar or \$100 per health department (unlimited participants, with a maximum of 2 computer connections). All participants must complete the registration form to receive credit. ☞

WEBINARS

Type 2 Diabetes: When Nursing Knowledge Makes a Difference

Wednesday, January 5, 2011
Program: 12:00pm - 1:30pm

23.6 million Children and adults in the United States (7.8% of the population) have diabetes. 1.6 million new cases of diabetes are diagnosed in people aged 20 years and older each year (ADA). North Carolina ranks 17th in the country for the highest rate of diabetes in adults. This 1.5 hour webinar will provide updated information related to Type 2 Diabetes and its impact on lives.

Speaker:
Carolyn McKenzie, PhD, RN
Clinical Associate Professor
UNC School of Nursing

8590-31941dmc

For questions call Diana McCullers at 919-350-0462.
Register Today! www.wakeahec.org

Numbers Count: Preventing and Treating Hypertension

Wednesday, February 2, 2011
Program: 12:00pm - 1:30pm

74.5 million people in the United States age 20 and older have high blood pressure. This is equal to one out of every 3 adults (AHA). Untreated hypertension can damage and weaken arteries and causes serious health consequences. This 1.5 hour webinar will provide an update on hypertension standards of care, medications and challenges faced by healthcare professionals when treating patients diagnosed with hypertension.

Speaker:
Carolyn McKenzie, PhD, RN
Clinical Associate Professor
UNC School of Nursing

8590-31952dmc

This program is being offered in cooperation with
the UNC-Chapel Hill School of Nursing.

Nurse Oncology Education Program Video Series

Free Video Series for Every Nurse .93 Contact Hours Printable Certificate

A recent survey revealed that 96 percent of nurses felt they needed more training on adolescent and young adult (AYA) cancer survivors. In response to the survey, the

Texas Comprehensive Cancer Control Program created new adolescent and young adult video CNE to educate all nurses working with cancer patients on this hot topic. This video is the most high quality CNE to date, only 30 minutes in length, educates about cancer in the disparate AYA population (ages 15-39), and is FREE!

To view this free half-hour video series **click here** • Made possible by **LIVESTRONG** ♾

Useful Resources

***Now Available:* Award Winning NCCS Cancer Survival Toolbox in Spanish**



The Spanish language version of the National Coalition for Cancer Survivorship's (NCCS) Cancer Survival Toolbox®, a free, self-learning audio program that helps people develop important skills to better meet and understand the

challenges of their illness, was selected as a winner in the 17th annual National Health Information Awards, which recognizes the nation's best consumer health information programs and materials.

This toolkit includes information on basic skills from how to communicate to standing up for your rights, and special topics about first steps for the newly diagnosed, topics for older persons, and much more! The toolkit is available in English, Spanish, and Chinese.

NC BCCCP Coordinators who have shared this toolkit with patients have reported that patients enthusiastically embrace the information.

A free CD of the toolkit is available by completing the form online at www.canceradvocacy.org/toolbox or by calling 877.NCCS.YES.



The fourth edition of the Breast Cancer Resource Directory of North Carolina offers “one-stop shopping” for those seeking breast cancer information and resources. The resource directory provides information from hundreds of different sources all in one book. Each chapter is well organized so that information and topic-specific resources are easy to find. It combines the expertise of medical professionals with the personal experience of breast cancer survivors. The directory can be viewed at:

<http://bcreourcedirectory.org>.

CDC Smoking Cessation Resources

With the initial regulations of the Family Smoking Prevention and Tobacco Control Act taking effect, summer 2010 was an important milestone for the tobacco control community. This important legislation is the culmination of efforts by many individuals, agencies, and organizations over the course of many years. A current and very important task is to promote awareness of these regulations.

Below are links to information that may be helpful to you and your partners. In addition, CDC's Office on Smoking and Health and FDA's Center for Tobacco Products offer widgets and other electronic media that allow you to easily add up-to-date tobacco information to your Web site.

cont. on page 9

CDC Smoking Cessation Resources cont. from page 8

- **Tobacco Control Act Web Page**—resources and information about FDA regulations
- **CDC Syndication Hub**—link CDC tobacco-related content on your Web site
- **Smoking & Tobacco Use Web Site**—the latest data and information about the public health impact of tobacco use.

News & Reviews

News & Reviews is a collection of recent press releases from creditable websites. Each section highlights current press releases in a particular health topic. To read the full story, simply click on the title.

Blood Pressure

10/04/10 [African-Americans with High Blood Pressure Need Treatment Sooner...](#)

Breast Cancer

11/15/10 [FDA Approves New Treatment Option for Late-Stage Breast Cancer](#)

10/28/10 [Brisk Walkers Have Lower Breast Cancer Risk](#)

Cholesterol

11/17/10 [Experimental Drug Raises Good Cholesterol Levels in Early Trial](#)

Diabetes

11/23/10 [Exercise Combo Best for Type 2 Diabetes](#)

Heart Disease

11/16/10 [Women Who Stress Over Work Have More Heart Disease](#)

Nutrition Knowhow

11/22/10 [Eat Your Fruits & Veggies For Longer Life](#)

Smoking

9/13/10 [Smokeless Tobacco May Increase Heart Disease Rates](#)

Stroke

9/09/10 [Recurring Stroke Risk Higher for Some Hispanics](#)

Weighty Matters

11/22/10 [One in Four Overweight Women Think They're Normal Size](#)

Joint Commission & HHS Team Up in Language Access Education Effort

To address the growing concerns about racial, ethnic and language disparities in health care, the Joint Commission and the U.S. Department of Health & Human Services Office for Civil Rights have worked together to support language access in health care organizations. To view a list of resources on effective communication services [click here](#).

To access video about *Improving Patient-Provider Communication*, please visit: www.jointcommission.org/multimedia/improving-patient-provider-communication---part-1-of-4.

NIH and Wikimedia Foundation Collaborate to Improve Online Health Information

The National Institutes of Health (NIH) and the Wikimedia Foundation, the nonprofit organization that operates the Wikipedia® online encyclopedia, are joining forces to make health and science information more accessible and reliable. This collaboration is the first of its kind for both organizations. To satisfy the public's growing need for reliable health information, NIH and the Wikimedia Foundation want to increase the availability of accurate medical and health information available to the public. For more information, visit www.nih.gov/news/health/jul2009/od-14.htm.

